



Training Announcement: Developing Interpretive Center Media

Harpers Ferry Center, Interpretive Media Institute
Harpers Ferry, West Virginia
August 12–14, 2003

The park is preparing to renovate or build a new visitor facility, and *you* have been assigned the task of developing and producing interpretive and informational media. Perhaps you have limited formal training or experience in interpretive media planning, design, or production. You are excited about the possibilities, but where can you get needed help and advice?

If you are currently, or soon will be, developing media for your park interpretive center, this course will help you understand the fundamentals of successfully managing your project. You will learn the steps involved in developing exhibits, museum displays, video presentations, and historic furnishings exhibits; working within your budget; scheduling work; hiring and working with planning, design, and production contractors; and the overall level of effort needed to make it work. You will learn how Harpers Ferry Center's indefinite quantity contracts can expedite your work and improve its quality. And, there will be time to view interpretive centers from the visitor experience side and consider the question, "What makes a great exhibit?"

Participants will become familiar with the basics of graphics acquisition, NPS graphic identity, object conservation, project management, and media contracting procedures.

The course will focus on the development of media for visitor facilities such as museums, visitor centers, contact stations, and historic buildings, and not on general media such as publications and web sites, or landscape-based media such as wayside exhibits and signs. Note: this is not a COTR course; contact your regional training officer if you need Federal acquisition training.

Core

Competencies: Addresses elements of the curriculum for the following core interpretive competencies: Module 310 Planning Park Interpretation and Module 311 Interpretive Media Development

Participants: Any NPS or partner employee who is currently—or soon will be—managing development of media in an interpretive center in collaboration with contractors, partners, or Harpers Ferry Center.

Location: National Conservation Training Center (NCTC-USFWS)
Shepherdstown, WV
Room 103, Instructional East

- Dates:** August 12 – 14, 2003
(Optional consultation with Harpers Ferry Center staff at HFC, Friday, August 15)
- Length:** 24 hours
- Course size:** 22 NPS, 3 Partner – 25 Total
- Funding:** \$100 tuition fee will be charged to benefiting account. Participants will receive the new book *Interpretive Centers* by Gross and Zimmerman, and other media resource materials.
- Benefiting account for travel, lodging, and per diem.
- Application:** Please submit the attached nomination form to your Regional Employee Development Officer no later than June 16, 2003.
Nominations sent directly to Harpers Ferry Center will not be accepted.
- Instructors:** Instructors will be media specialists from the National Park Service and partner organizations.
- Coordinators:** Dennis Vasquez
Program Coordinator
Harpers Ferry Center
304-535-5023
- Gloria Baker
Training Manager, Human Resources
Harpers Ferry Center
304-535-6234
- Peggy Sandretzky
NPS Liaison at NCTC
USFWS National Conservation Training Center
304-876-7467
- David Guiney
Director, Interpretive Media Institute
Harpers Ferry Center
304-535-6057

Nomination Form
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Developing Interpretive Center Media
HFC Interpretive Media Institute
Course Location: National Conservation Training Center
August 12-14, 2003

Name: _____

Title: _____

Series and Grade: _____

NPS Unit: _____

Address: _____

Telephone: _____

FAX: _____

E-mail address: _____

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Course Location: National Conservation Training Center
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Statement of Purpose

Applicant's Justification: How will this training benefit the Government and assist you in the performance of your job?

What interpretive media development projects will be part of your responsibility during the next nine months? The next 1-2 years?

What will be your role in the planned interpretive media projects?

Applicant's Signature _____ Date: _____

Supervisor's Justification:

Supervisor's Signature _____ Date _____